

ORDER

KSNV

Orders
Order / Rev: 108091
Alt Order #: 06866217
Product Desc: CONKLIN FOR NV ST
Estimate:
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/30/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Conklin for Nevada State Assembly *Revised*
Demographic: A35+
Product Codes: PLC10
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	18	\$9,250.00	\$7,862.50
10/29/12	10/29/12	5	\$2,525.00	\$2,146.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$9,250.00	\$7,862.50	0.00
November 2012	5	\$2,525.00	\$2,146.25	0.00
Totals	23	\$11,775.00	\$10,008.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	26%	\$11,775.00
Market	100%	\$45,288.46

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$11,322.12
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$11,322.12
KTUD	1%	\$452.88
KVVU	18%	\$8,151.92
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$2,264.42

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	Today Show	CM	658a-9am	-TWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
				Today Show											

TODAY

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 108091
Alt Order #: 06866217
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Conklin for Nevada State Assembly
Product Desc: CONKLIN FOR NV ST
Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$900.00		0.00				
E 2	KSNV	10/29/12	10/29/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$900.00		0.00				
E 3	KSNV	10/29/12	10/29/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$425.00		0.00				
E 4	KSNV	10/23/12	10/26/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$425.00		0.00				
E 5	KSNV	10/23/12	10/26/12	Rachael Ray Rachael Ray	CM	11am-12pm	-TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$325.00		0.00				
E 6	KSNV	10/29/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$325.00		0.00				
E 7	KSNV	10/29/12	10/29/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$425.00		0.00				
E 8	KSNV	10/23/12	10/26/12	Days of our Lives Days of our Lives	CM	1258p-2pm	-TWTF--	:30	3	\$425.00	1	0.00	NM	2	\$850.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			3		\$425.00		0.00				
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1		KSNV	10/22/12-10/28/12	Days of our Lives			1258p-2pm	-TWThF----	:30	(\$425.00)	0.00	NM			
Unresolved															
[NEWS INTERRUPT - ROMNEY/RYAN]															
E 9	KSNV	10/23/12	10/26/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			4		\$450.00		0.00				
E 10	KSNV	10/29/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M-----			1		\$450.00		0.00				
Totals													23	\$11,775.00	